



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/02 thru 05/08.

(prices in dollars per carton)

Fri. May 02, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		24.6% of 18,000 stores				36.3% of 18,000 stores				31.2% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	30	1.80	150	1.53			930	1.57			550	0.76
	White 18 pack			380	2.79	20	1.50	410	2.95			320	2.07
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			830	1.32	120	1.61	660	1.17	140	0.89	1,000	0.94
	White 18 pack			50	1.91			230	1.77			140	2.00
	Brown 12 pack			60	1.50			10	2.50			30	1.00
SPECIALTY	USDA ORGANIC												
	White 12 pack							210	3.29				
	Brown 12 pack			130	4.08	130	3.22	1,230	3.72			1,140	3.08
	OMEGA-3												
	White 12 pack	220	2.29	2,080	2.85	500	2.50	360	2.73	120	2.50	840	2.47
	Brown 12 pack			750	2.67							210	2.52
	CAGE-FREE												
	White 12 pack			80	2.50							340	2.91
	Brown 12 pack			410	3.00	30	2.50	580	3.30	590	2.50	1,220	2.27

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,500	2,380	2,180	Large Eggs on Apr-28-2008 438.1 up 3%
Specialty	3,670	3,040	4,460	
Total (includes MD)	5,180	5,450	6,710	
Special Rate 4/:	1.4%	11.5%	5.5%	

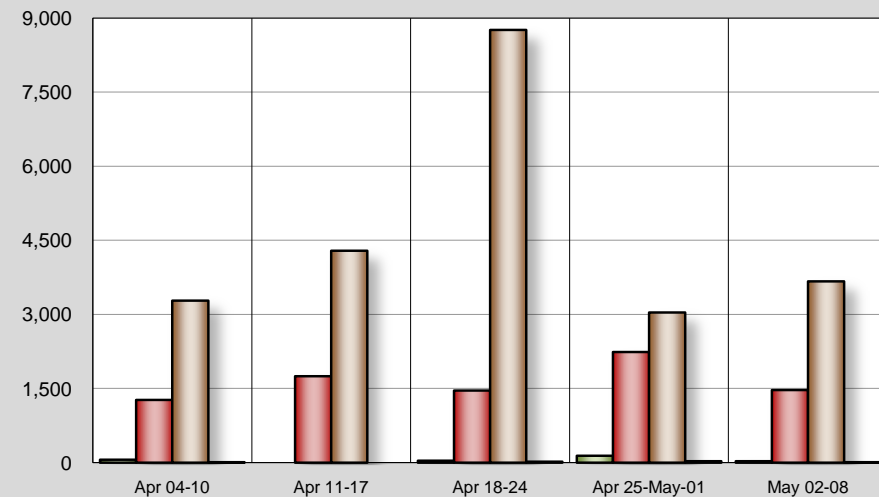
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

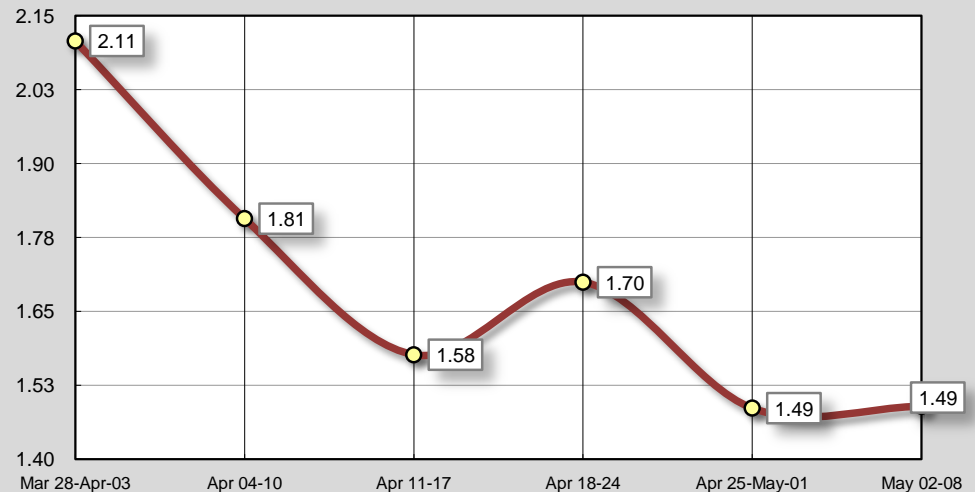
Promotional activity on regular shell eggs is sharply lower than last week and a year ago. The average price of Grade A or better, Large White eggs is the same as a week ago although on less activity. "No price" ads are sporadic. This week's feature activity on specialty shell eggs is higher than last week, but less than a year ago. USDA Certified Organic brown eggs ads dropped sharply. Omega-3 white eggs dominated this sector to reclaim top position. In the egg products sector, liquid eggs are higher than last year, but dramatically lower compared to last week.

Shell Egg Promotional Activity by Category

XL LG Spclty Med



Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		34.2% of 3,900 sampled outlets Activity Index = 1,590 (includes Medium)							30.9% of 4,900 sampled outlets Activity Index = 1,670 (includes Medium)							27.0% of 3,000 sampled outlets Activity Index = 1,030 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.68 - 1.88	20	1.80															
	MEDIUM																					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack										1.00 - 1.50	100	1.05				0.69 - 1.99	610	1.34			
	MEDIUM				1.50	60	1.50										1.66 - 1.99	50	1.91			
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack																					
	OMEGA-3 White 12 pack Brown 12 pack	2.59	100	2.59	2.00 - 3.99	700	3.00	1.99 - 2.19	120	2.04	1.99 - 2.99	1,020	2.90				2.29 - 2.50	360	2.41			
S P E C I A L T Y	CAGE-FREE White 12 pack Brown 12 pack																					
					2.29 - 3.99	150	3.82				2.50	170	2.50									
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		9.4% of 3,000 sampled outlets Activity Index = 290 (includes Medium)							18.1% of 2,300 sampled outlets Activity Index = 430 (includes Medium)							9.7% of 900 sampled outlets Activity Index = 170 (includes Medium)						
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.48 - 1.50	120	1.48	1.80	30	1.80	1.50	10	1.50									
	MEDIUM										2.50 - 3.00	380	2.79									
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.50	120	1.50															
	MEDIUM																					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack																					
	OMEGA-3 White 12 pack Brown 12 pack																					
S P E C I A L T Y	CAGE-FREE White 12 pack Brown 12 pack																					
											3.00	10	3.00				2.50	80	2.50			
																	2.50	80	2.50			

Note: See page 1 for explanatory notes.



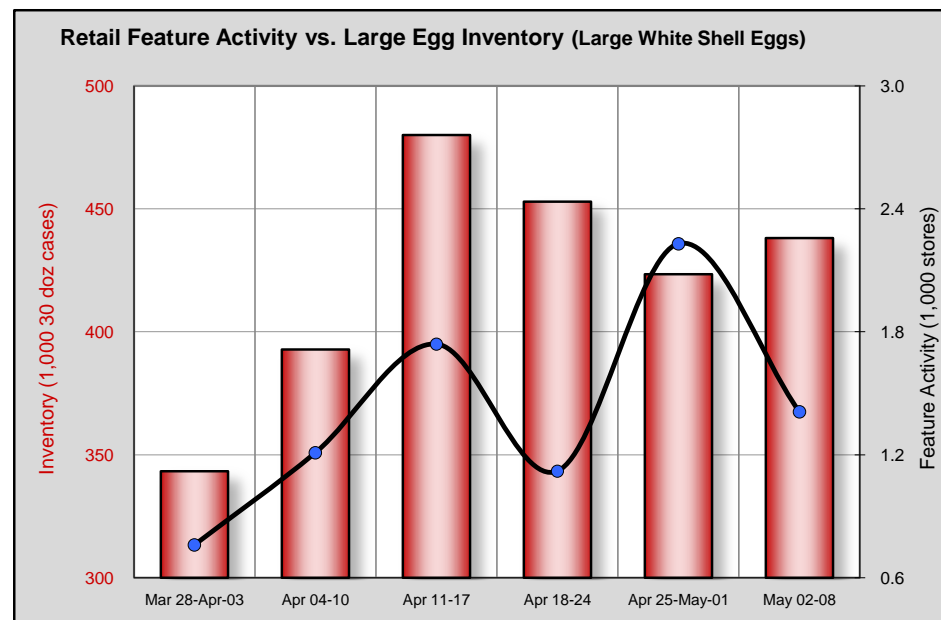
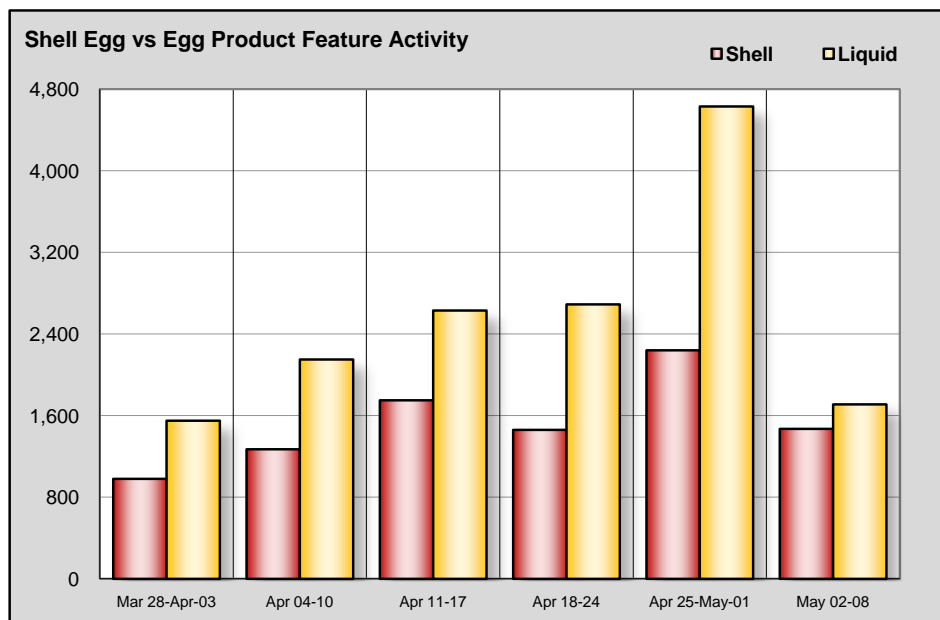
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	9.3%	22.7%	7.8%	13.4% of 3,900 sampled		2.8% of 4,900 sampled		0.9% of 3,000 sampled		17.0% of 3,000 sampled		20.3% of 2,300 sampled		0.9% of 900 sampled	
2/ Activity Index	1,710	4,630	1,260	Activity Index = 540		Activity Index = 140		Activity Index = 30		Activity Index = 520		Activity Index = 470		Activity Index = 10	
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}
14-16 oz. crtn	680 2.63	3,870 3.00	560 2.32	2.50 - 3.00	80 2.69	3.00	40 3.00	3.00	10 3.00	2.00 - 2.99	520 2.62	2.09	20 2.09	1.99	10 1.99
32 oz. crtn	830 4.23		700 4.40	4.79 - 4.99	260 4.89	4.99	100 4.99	4.99	20 4.99			3.50 - 3.99	450 3.65		
3 - 4 oz. cup	200 3.11	710 2.36		2.19 - 3.50	200 3.11										
2 - 8 oz. cup		50 2.50													



Note: See page 1 for explanatory notes.